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## **Reagan Retail Reaches Milestone**

By Mass Communication Specialist 2nd Class Cameron C. Edy

The Navy's only forward-deployed aircraft carrier, USS Ronald Reagan (CVN 76) has sold more than \$1 million in goods, proving that even in the middle of the Pacific Ocean, business is booming.

Like any other business, Reagan's retail division buys and sells products while measuring supply and demand. While underway with nearly 5,000 Sailors, the demand for products increases dramatically. At the beginning of Reagan's 2020 deployment, retail division brought more than \$1.8 million dollars of goods aboard, and only two months later, they have reached more than \$1 million in sales. Reagan's retail division is on track to reach \$2 million by the end of deployment, a goal that Lt. j.g. Mary Kate Corcoran, Reagan's sales officer, hopes to achieve as the profit is reinvested in the ship and crew.

"Last patrol we never hit \$2 million," said Corcoran. "That's my goal for sales, and I can definitely see it happening this deployment. Everybody, from the petty officer on the cash register to my primary records keeper, are all working towards that goal."

Milestones like this are made possible by an efficient retail team, divided into key areas that work in tandem to ensure the highest levels of quality control and customer service.

Records keepers are responsible for the inventory of all goods, notating the number and condition upon initial receipt, and an overall accounting as they navigate through storage and sales. The bulk team is responsible for tracking the goods as they enter and leave the storerooms, ensuring quality control until they are made available for sale in one of the vending locations. Their books must be

perfect at all times, something that Retail Specialist 1st Class Cedric Daye, a records keeper, takes seriously.

“We don’t have the luxury of just issuing something to the crew,” said Daye. “Every item is inventoried and compared in real-dollar terms. We inventory everything at every step, and when something is missing, it’s not charged to the ship – it’s charged to the ship’s store. There’s profit-margins and percentages we have to stay in, inventory levels we have to manage, and that’s all on top of moving the goods.”

The storefront retail specialists stock the goods in the ship’s stores and vending machines. They are the face of the retail operation, ensuring all goods are re-inventoried on location and sold to the crew. Retail Specialist 3rd Class Michael Nunez explained that even the simplest transaction must be properly accounted for.

“The fundamentals of the store come down to the Retail Operations Management 3 (ROM3) system,” said Nunez. “Through that, we have to make sure we don’t ring-up numbers into the negative and mess up our inventory, making sure everything is running smoothly, and everything scans – that’s the biggest one. If somebody comes in for a candy bar, and I have to tell them I can’t sell it because it doesn’t scan, that’s not going to be a good day for either of us.”

Though there are many technical aspects to his work, Nunez noted customer service as one of the most important.

“This job is about improving morale, and good customer service is key,” said Nunez. “Attitude is everything. I want to make my customers a little happier and set their day up for success.”

Profits are used to upgrade and repair service items throughout the ship; broken vending machines are replaced, washing machines parts are purchased, and the barbershops and storefronts are refurbished. Surplus funds are donated to Reagan’s Morale, Welfare, and Recreation (MWR) team to support crew events and increase morale.

“Every penny we make goes back to the crew,” said Corcoran. “The big one is MWR. Last fiscal year, we donated \$400,000 to MWR over the course of the year, supplementing bingo prizes, port tours, and the Reagan ball. But our mission, at its core, is getting the crew what they want, when they want it. At the end of the day, our mission is to make everyone’s life better.”

Ronald Reagan, the flagship of Carrier Strike Group 5, provides a combat-ready force that protects and defends the collective maritime interests of its allies and partners in the Indo-Pacific.

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